

Naturalizer Group

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Our group was given the project of revamping Naturalizer. Naturalizer is a women's shoe company that produces shoes that are traditionally known as "grandma shoes." Our group has proposed a solution to revamp Naturalizer by developing a sub-line by Naturalizer to target a more fashionable trendy consumer. The shoes in this line will still have the same great Naturalizer comfort the company is known for, however they will be more fashionable shoes. This will allow Naturalizer to grow and market their shoes competitively with other shoes since they will now be able to compete on current fashion trends.

Our group researched the Naturalizer Company, the women's shoe market and industry, and conducted two focus groups to test market our idea. We then analyzed our data we collected and combined that with our market research and financial data information to come up with our final suggestion. The final suggestion being *Envy*, a sub-line by Naturalizer targeted at 40-60 year old working women, who want a fashionable comfortable shoe. We proposed design ideas, display layouts, a logo and a partnership with Macy's for the sub-line to be sold in.